5F. Demand Management

connecting REDMOND

Transportation Master Plan

Figure 5F.1 TDM improves mobility

Contents of this Chapter

This chapter of the Transportation Master Plan defines the tool of Transportation Demand Management (TDM) and how it will benefit Redmond. Topics discussed include:

- ✓ Understanding Demand Management
- ✓ Transportation Demand Management in Redmond
- ✓ Transportation Management Programs
- ✓ Existing TDM Infrastructure, Services and Programs
- ✓ Programs and Supporting Services
- ✓ Implementation

Introduction

Understanding Demand Management

Transportation Demand Management (TDM) is one of the tools Redmond uses to improve mobility by offering alternatives to single occupant vehicle (SOV) travel. Redmond's programs and supporting services offer a variety of transportation alternatives for commuters traveling in and out of Redmond. R-TRIP and the alternative commute incentives program are two examples of Redmond's commitment to transportation alternatives for employees. In 2004, the R-TRIP partnership reduced over 2.4 million round trip miles from single occupant vehicles to alternative modes in the greater Redmond area. Likewise, in 2003 the Commute Trip Reduction Program reduced 19,000 vehicles from local and regional roadways during peak travel periods (average weekday).

Transportation Demand Management in Redmond

The City of Redmond has used TDM as a transportation-planning tool for nearly two decades. Policies, ordinances and programs ensure that TDM helps mitigate transportation and environmental impacts associated with congested roadways, polluted air and fuel consumption. The TDM program is one of the tools Redmond uses to achieve mode split goals established in the Transportation Master Plan. Using survey data and program analysis, the commute mode-split is measured citywide and at the individual program level. Corresponding policies and programs are then designed to meet goals.

Commute Trip Reduction (CTR): The Washington State Legislature passed the CTR Law in 1991, incorporating it into the Washington Clean Air Act. The goals of the program are to reduce traffic congestion, reduce air pollution, and petroleum consumption through employer-based programs that decrease the number of commute trips made by people driving alone.

Redmond's TDM program also collaborates with the Greater Redmond Transportation Management Association (GRTMA). The GRTMA was formed in mid-1990 to address employer commute trip reduction and transportation needs through a consortium approach. The GRTMA was previously the Overlake Management Association and the Willows Corridor Transportation Partnership. The GRTMA is a non-profit organization that is funded by membership dues. It offers a variety of commute trip reduction services including marketing, transportation fairs, and assistance in preparing commute trip reduction plans. Over 190 companies within Redmond, including the majority of CTR-affected employers, are members of the GRTMA as of 2004. The organization offers a wide menu of education, advocacy, coordination, and implementation services on behalf of its employer and developer members.

Transportation Management Programs

Since the mid-1980's, all new major developments have been required to implement transportation management programs that promote commuting by alternative transportation. Large employers (100 or more employees at a worksite between 6 am and 9 am) are also required to implement Washington State's Commute Trip Reduction (CTR) programs. Both programs provide tools to manage single occupant trips in the city and work toward compliance with Washington's Environmental Protection and Growth Management Acts.

Since businesses are major stakeholders in both the local and regional transportation system they have a significant interest in developing, funding and implementing effective TDM actions. Their participation has reduced single occupant commute trips and been an effective strategy to attract and maintain high quality employees. Businesses have emphasized on-going education, outreach, infrastructure, provision of supporting services, and access to financial resources as essential in facilitating their TDM implementation actions. Responding to these needs forms the core of Redmond's TDM programs to date.

Existing TDM Infrastructure, Services and Programs

Infrastructure
Redmond's TDM programs promote private and public infrastructure with a range of success. The development code requires developers to provide amenities that support multimodal access as a condition of commercial development. This has been a critical first step in creating TDM incentives in private infrastructure.

Public infrastructure can also play a role in TDM. Redmond has been developing some multimodal infrastructure with but facilities are discontinuous. The primary obstacle is coordination. Examples of missed TDM opportunities are the discontinuous bicycle routes, lack of passenger facilities at most transit stops in Redmond, and intolerant pedestrian environments. Redmond has identified seed funding through its Capital Improvement Program to leverage support for capital infrastructure between the City, Metro, PSRC and private companies. The programs need continued support and funding to meet TDM and mode share objectives.

Vanpooling plays an important mobility role in Redmond. Vanpool vehicles are provided by the local transit providers, with the majority of costs paid by commuters or employers. This blend of privately funded and publicly provided vanpools offers connections between other areas of the region to Redmond worksites where regional transit service does not yet exist or is limited. By the end of 2004, Redmond had nearly 200 publicly operated vanpools bring commuters to worksites – the largest number outside of Seattle. Vanpools are also emerging as an important link between transit centers, neighborhoods and transit routes through such programs as Vanshare and demonstration short-distance vanpool programs.

- Bicycle lanes and routes
- Sidewalks
- Transit service
- Transit centers
- Transit shelters
- Park and rides
- TOD projects
- High-occupancy vehicle lanes
- Paid and regulated parking
- Intelligent Transportation Systems
- On-street parking

Figure 5F.2 TDM *Public Infrastructure*

- On-site parking
- Carpool parking spaces
- Bicycle lockers and racks
- Showers and locker rooms
- On-site access from transit stops
- Internal sidewalks and trails

Figure 5F.3 TDM *Private Infrastructure*

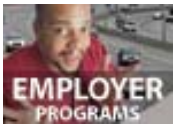
Programs and Supporting Services

Redmond Trip Reduction Incentive Program

The Redmond Trip Reduction Incentive Program (R-TRIP) is a comprehensive package that includes alternate commute products, commute assistance services, and financial incentives. R-TRIP's modal programs include both short-term offerings to commuters into Redmond and longer-term employer matching grants. Redmond's Business Transportation Tax is the program's primary funding source, with additional grants and other funding to enhance or expand program offerings resources brought to the program by leveraging partnerships. R-TRIP's elements include: RSVP, RPASS, R-Rewards, Employer Grants, and personalized commute assistance.

RSVP targets the vanpool commute market. New vanpool riders are offered an initial limited duration vanpool fare subsidy. RSVP also provides a short-term unoccupied seat subsidy to help new vanpools form and build ridership. R-TRIP staff also provides support services to educate commuters about vanpooling, organize gatherings of people with similar origins and destinations, and assist in vanpool formation. RSVP also provides a one-time incentive to employers who offer a new or enhanced vanpool fare subsidy above a set threshold to their employees.

RPASS offers new transit commuters a choice of either a free month's transit pass or a book of bus tickets. Employers who begin new or enhanced 100 percent transit subsidy programs are eligible to receive a one-time incentive from the RPASS program.



R-TRIP offers employers within Redmond grant funding to implement new or enhanced commute trip reduction programs. Funding levels are determined by category (e.g., choosing from a menu of established commute products versus implementing an innovative program tailored uniquely to a company) and the number of employees within a company. Employers have used this program to acquire bicycle lockers and racks, develop unique alternative commuter reward programs, create month-long alternative commute challenges and implement non-standard subsidy programs.

Personalized Commute Assistance

Personalized commute assistance is provided both by phone and via R-TRIP's website at www.GOrtrip.com. Individuals who wish to use an alternative commute mode are helped with access (e.g., carpool and vanpool formation) and educated about the R-TRIP incentives available. Employers are offered free transportation fairs and staffing for gatherings for people with similar origins and destinations to learn more about their commute alternatives.

Parking Management

As the City continues to grow and mature, managing the use of both on-street and off-street parking supply becomes increasingly important to facilitate access to pedestrian oriented areas. The City periodically evaluates the balance between available on-street parking supply and demand. Facilitating property owner and employer efforts to manage their available parking to address competing parking needs (e.g., between employees and customers) is also important. Funding has been earmarked to implement parking management programs in partnership with employers.

Implementation

1. Continue to implement TDM programs as a transportation-planning tool.

- **a.** Establish a long term funding commitment to TDM programs that help achieve mode split goals
- **b.** Overlap TDM programs with transportation infrastructure projects
- **c.** Maintain and continue to build partnerships with the TDM program

2. Develop residential TDM programs to achieve mode share goals.

- **a.** Expand programs to include residential and non-commute trip outreach and incentives.

3. Develop a marketing plan to actively promote Redmond's transit service, including use of TDM techniques to build ridership along multimodal corridors.